

Listing of Claims

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Canceled).
2. (Currently Amended) A system for providing on-line advertising, comprising:
an advertisement interface for defining the appearance and content of a first advertisement using user advertisement inputs;
an advertising creative interface for defining the appearance and content of an advertising creative using ~~at least one of user~~ advertising creative inputs and stored data, the advertising creative including a hyperlink reference to a web page of the first advertisement;
advertisement storage for storing advertisements and advertising creatives defined using the advertisement interface, wherein stored advertisements of the advertisement storage include the first advertisement;
an indexer to identify one or more stored advertisements relevant to a query, wherein the identified stored advertisements include a description of ~~describe characteristics relevant to~~ at least one item;
a scorer to score the stored advertisements based on a measure of match between the query and the ~~characteristics~~ description of the identified stored advertisements; and
a targeting component to provide the advertising creative associated with ~~at least one such~~ the first advertisement as Web-based content on one or more targeted Web pages.

3. (Currently amended) A system according to Claim 2, wherein the measure of match is represented by a numerical score and at least some of the identified stored advertisements are ranked by the numerical score.

4. (Currently amended) A system according to Claim 2, wherein at least some of the stored advertisements are provided as the Web-based content in response to selection of a the hyperlink reference of ~~the~~ an associated advertising creative.

5. (Original) A system according to Claim 2, wherein the advertising creative is targeted by associating one or more query terms with the item description.

6. (Currently amended) A system according to Claim 2, wherein at least part of the ~~information~~ description is included in the advertising creative.

7. (Currently amended) A system according to Claim 2, further comprising:
an advertising creative generator to automatically generate the advertising creative ~~from~~
~~the information~~ based on the user advertising creative inputs.

8. (Previously presented) A system according to Claim 2, further comprising:
an advertising budget interface to determine an advertising budget specifying
compensation associated with the advertising creative.

9. (Original) A system according to Claim 8, wherein the advertising budget includes a budgeted compensation amount per unit of time.

10. (Original) A system according to Claim 8, wherein compensation is collected for on-line publication of the advertising creative in accordance with the advertising budget.

11. (Currently amended) A system according to Claim 8, wherein the advertising budget is based on at least one of per impression of the ~~formatted~~ first advertisement, per click of the ~~formatted~~ first advertisement and by a conversion of the at least one item.

12. (Previously presented) A system according to Claim 2, wherein the item description comprises at least one of text, an image, price, contact information, and payment information.

13. (Canceled).

14. (Canceled).

15. (Currently amended) A method for providing on-line advertising, comprising:
generating appearance and content for a first advertisement through an advertising interface using user advertisement inputs, the first advertisement being accessible at an advertisement web page;

generating appearance and content for an advertising creative through ~~an~~ the advertising creative interface using ~~at least one of~~ user advertising creative inputs ~~and stored data~~, the advertising creative including a hyperlink reference to a the advertisement web page;

identifying one or more stored advertisements relevant to a query, wherein the identified stored advertisements ~~describe characteristics relevant to~~ include a description of at least one item, wherein the stored advertisements include the first advertisement;

scoring the stored advertisements based on a measure of match between the query and the ~~characteristics~~ description of the identified stored advertisements; and

providing the advertising creative associated with ~~at least one such~~ the first advertisement as Web-based content on one or more targeted Web pages.

16. (Currently amended) A method according to Claim 15, wherein the measure of match is represented by a numerical score, the method further comprising:

ranking at least some of the identified stored advertisements by the numerical score.

17. (Currently amended) A method according to Claim 15, further comprising:

providing ~~at least some of the~~ first advertisement advertisements as the Web-based content in response to selection of the hyperlink reference of the ~~associated~~ advertising creative.

18. (Original) A method according to Claim 15, further comprising:

targeting the advertising creative by associating one or more query terms with the item description.

19. (Currently amended) A method according to Claim 15, further comprising:

including at least part of the ~~information~~ description in the advertising creative.

20. (Currently amended) A method according to Claim 15, further comprising:

automatically generating the advertising creative from the ~~information~~ user advertising creative inputs.

21. (Previously presented) A method according to Claim 15, further comprising:

determining an advertising budget specifying compensation associated with the advertising creative.

22. (Original) A method according to Claim 21, wherein the advertising budget includes a budgeted compensation amount per unit of time.

23. (Original) A method according to Claim 21, further comprising:
collecting compensation for on-line publication of the advertising creative in accordance with the advertising budget.

24. (Currently amended) A method according to Claim 21, wherein the advertising budget is based on at least one of per impression of the ~~formatted~~ first advertisement, per click of the ~~formatted~~ first advertisement and by a conversion of the at least one item.

25. (Previously presented) A method according to Claim 15, wherein the item description comprises at least one of text, an image, price, contact information, and payment information.

26. (Canceled).

27. (Previously presented) A computer-readable storage medium holding code for performing the method according to Claim 15.

28. (Canceled).

29. (Currently amended) An apparatus for providing on-line advertising, comprising:

means for defining appearance and content for a first advertisement using user advertisement inputs, the first advertisement being accessible at an advertisement web page;

means for defining the appearance and content of an advertising creative using ~~at least one of user~~ advertising creative inputs ~~and stored data~~, the advertising creative including a hyperlink reference to a the advertisement web page;

means for identifying one or more stored advertisements relevant to a query, wherein the identified stored advertisements include a description of ~~describe~~ characteristics relevant to at least one item, wherein the stored advertisements include the first advertisement;

means for scoring the stored advertisements based on a measure of match between the query and the descriptions ~~characteristics~~ of the identified advertisements; and

means for providing the advertising creative associated with ~~at least one such~~ the first advertisement as Web-based content on one or more targeted Web pages.

30. (New) The system of claim 2, wherein the advertisement interface is configured to present simulated advertisement content and appearance to a user based on the user advertisement inputs.

31. (New) The system of claim 30, wherein the simulated advertisement content and appearance are presented to the user as the user enters the user advertisement inputs.

32. (New) The system of claim 2, wherein the advertising creative interface is configured to present simulated advertisement creative content and appearance to a user based on the user advertising creative inputs.

33. (New) The system of claim 32, wherein the simulated advertising creative content and appearance are presented to the user as the user enters the user advertising creative inputs.